



July 15, 2015

TO: Planning Commission

FROM: David B. Levy AICP, Chief of Long Range Planning
Ann Wallas AICP, Planner III, Long Range Planning

SUBJECT: **Planning Commission Meeting Wednesday July 22, 2015**
Rockville 2040 – update to the Comprehensive Master Plan

The Planning Commission will receive a briefing from staff on progress with the Rockville 2040 process for updating the City's Comprehensive Master Plan (CMP). The briefing will include thoughts regarding the first two Listening Sessions that were held (Planning Areas 18 and 15), on July 7 and 9.

Below is a listing of activities that have been completed, and those that are coming in the near future.

Progress to date

May 9	Citywide Kick-off meeting
June 10	Planning Commission discussion of plan vision and principles.
June 24	Presentation of Transportation Trends Scan to Planning Commission
June 26	Briefing to Rockville Economic Development, Inc. (REDI) Board on 1) Rockville 2040 process, and 2) issues in the Research/Piccard area in advance of the Listening Session
June 30	CPDS staff visit Twinbrook (TCA) to promote September and October Listening Sessions in Planning Areas 7 and 8.
July 7	Fallsgrove (PA18) Listening Session
July 9	Research/Piccard (PA15) Listening Session

Coming up:

July 15	Staff plan to visit to King Farm Assembly to promote September Listening Session.
July 16	Email to WECA to promote September Listening Session. (WECA is on summer break and will not return until September, so staff is unable to visit them)
August 4	Staff plan to visit National Night Out to promote fall Listening Sessions.
August 6	Staff plan to visit New Mark Commons HOA to promote October Listening Sessions.
August 28	Staff plan to visit College Gardens Civic Association to promote November Listening Session.
September 8	King Farm (PA 17) Listening Session
September 9	Staff plan to visit Rockshire HOA to promote October Listening Session

September 16 Twinbrook (PA 8) Listening Session

September 24 West End/Woodley Gardens East-West (PA 4) Listening Session

Listening Sessions will continue throughout the fall. The full schedule can be found at Exhibit A or online at: <http://www.rockvillemd.gov/DocumentCenter/View/11887>.

Results of Listening Sessions will be posted online, and additional input will be requested and welcomed through the online comment form.

In addition to the Listening Sessions, staff will be bringing a series of topic reports, or scans, before the Planning Commission for their information and for public comment. Upcoming topics include Community Facilities, the Economy, the Environment, Historic Preservation, Housing, and Land Use.

In response to comments from the Planning Commission during the Transportation Scan presentation, staff is also preparing a short paper on the subject of parking, which is a “cross-cutting” issue that has implications for transportation, land use, economic development and public policy. More details, and a more specific schedule, will be brought forward in the coming weeks.

Publicity

- Rockville Reports carried an article about the Listening Sessions on page 4 of the July/August edition. Future issues will also cover topics relevant to Rockville 2040.
- Emails promoting the Listening Sessions have been sent out through the Neighborhood Services and the Comprehensive Master Plan listservs. They are also announced in the eNeighborhoods newsletter to which citizens can subscribe.
- The City’s website posts the Listening Sessions in the Events Calendar, which is seen on the Home page.
- Neighborhood Resources staff members and Planners from CPDS are making announcements at the neighborhood association meetings they attend, in advance of respective Listening Sessions.
- Posters were placed in City facilities, the libraries and community notice boards in supermarkets and cafes.
- For the Research/Piccard area, posters were placed in the lobbies and cafeterias of all buildings that would permit them to be placed.
- Individuals and institutions within the relevant planning areas (both neighborhoods and businesses) are being “recruited” to help publicize Listening Sessions.
- www.rockvillemd.gov/rockville2040 is updated on a regular basis and is serving as the home for all project information.
- Rockville 11 featured a piece on the May 9 Kick-off that can be seen at: <https://www.youtube.com/watch?v=7cMDfXv9Sek>
- Rockville 11 filmed portions of the Falls Grove Listening Session that will be featured in future programming.
- Press releases are being used to announce the Listening Sessions.
- Regular social media postings continue.

Exhibit A: Listening Session Schedule



CMP Update Listening Sessions

To learn which planning area you are in, visit the City's online [Planning Areas map](#). When the map opens, either type in your full address (including city and state) in the search bar at the top of the map or zoom to a location and left click on the colored area to see the planning area name. For assistance finding your planning area, contact the Planning Department at 240-314-8200. To follow Rockville 2040, visit www.rockvillemd.gov/masterplanupdate.

Target Date	Planning Area	Place
Tuesday, July 7 - 7:00 pm	18 – Fallsgrove – residential areas	Thomas Farm Community Center 700 Fallsgrove Drive
Thursday, July 9 - 8:30 am	15 – Research/Piccard/King Farm/Fallsgrove	Best Western Hotel 1251 W Montgomery Avenue
Tuesday, September 8 - 7:00 pm	17 – King Farm – residential areas	King Farm Club House 300 Saddle Ridge Circle
Wednesday, September 16 - 7:00 pm	8 – Twinbrook	Twinbrook Community Center 12920 Twinbrook Parkway
Thursday, September 24 - 7:00 pm	4 – West End and Woodley Gardens East-West	Rockville Presbyterian Church 215 W Montgomery Avenue
Tuesday, October 6 - 7:00 pm	11 – North Farm	St. Elizabeth Church 917 Montrose Road
Thursday, October 8 - 8:30 am	12 – Westmont (Tower Oaks)	Rockville City Hall 111 Maryland Avenue
Tuesday, October 13 - 7:00 pm	10 – Montrose	Montrose Community Center 451 Congressional Lane
Thursday, October 15 - 7:00 pm	3 – Hungerford, Lynfield and New Mark Commons	Elwood Smith Community Center 601 Harrington Road
Wednesday, October 21 - 7:00 pm	14 – Rockshire and Fallsmead	Thomas Farm Community Center 700 Fallsgrove Drive
Thursday, October 29 - 7:00 pm	7 – Twinbrook Forest and Northeast Rockville	Glenview Mansion 601 Edmonston Drive
Thursday, November 5 - 7:00 pm	13 – Orchard Ridge, Potomac Woods and Falls Ridge	Saint Raphael Church 1513 Dunster Road
Tuesday, November 17 - 7:00 pm	5 – Woodley Gardens and College Gardens	Rockville Senior Center 1150 Carnation Drive
Tuesday, December 1 - 7:00 pm	2 – East Rockville	Pump House 401 South Horners Lane
Thursday, December 3 - 8:30 am and 7:00 pm	9 – Rockville Pike	Rockville City Hall 111 Maryland Avenue
Saturday, December 5 - 9:00 am	6 – Lincoln Park	Lincoln Park Community Center 357 Frederick Avenue
Tuesday, December 8 - 8:30 am and 7:00 pm	1 – Town Center	Rockville City Hall 111 Maryland Avenue
Thursday, December 10 - 8:30 am and 7:00 pm	16 – Southlawn/Redgate	David Scull Community Center 1201 1 st Street